



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

<u>Contract / Revision</u> 500174 /		<u>Alt Order #</u> 06396029
<u>Product</u> HELLER 4 SENATE ADD		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	11/05/12	11/05/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$450.00			
N 2	KVVU	11/05/12	11/05/12	Better	M-F 11a-12p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$375.00			
N 3	KVVU	11/05/12	11/05/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$375.00			
N 4	KVVU	11/05/12	11/05/12	Katie Couric	2-3p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$425.00			
N 5	KVVU	11/05/12	11/05/12	Anderson	3-4p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$450.00			
Totals											5	\$2,075.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	5	\$2,075.00	\$1,763.75
Totals	5	\$2,075.00	\$1,763.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

OCT24/12 19.03
*** KVVU-TV ***

1	1000A-1100A	30	\$450.00	11/5	11/5	1	MON	1
PROGRAM : DR OZ								
2	1100A-1200N	30	\$375.00	11/5	11/5	1	MON	1
PROGRAM : BETTER								
3	1200N-100P	30	\$375.00	11/5	11/5	1	MON	1
PROGRAM : DIVORCE COURT								
4	200P-300P	30	\$425.00	11/5	11/5	1	MON	1
PROGRAM : KATIE COURIC								
5	300P-400P	30	\$450.00	11/5	11/5	1	MON	1
PROGRAM : ANDERSON COOPER								

REP HEADLINE# 6396029
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT24/12 19.03
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
NOV/12						\$2,075.00						

CONTRACT TOTAL \$2,075.00
 TOTAL SPOTS 5

MARKET TOTALS \$11,527 KVVU 18% KSNV 29% KLAS 27% KTNV 18% KVMY 5% KVCW 3% CABL 0%
 KTUD 0%
 SVC- NSI
 DEMOS- RA35+*